

# Providing effective competition in rural and regional Australia

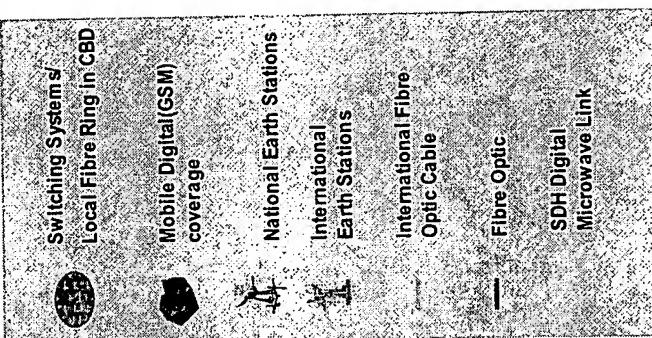
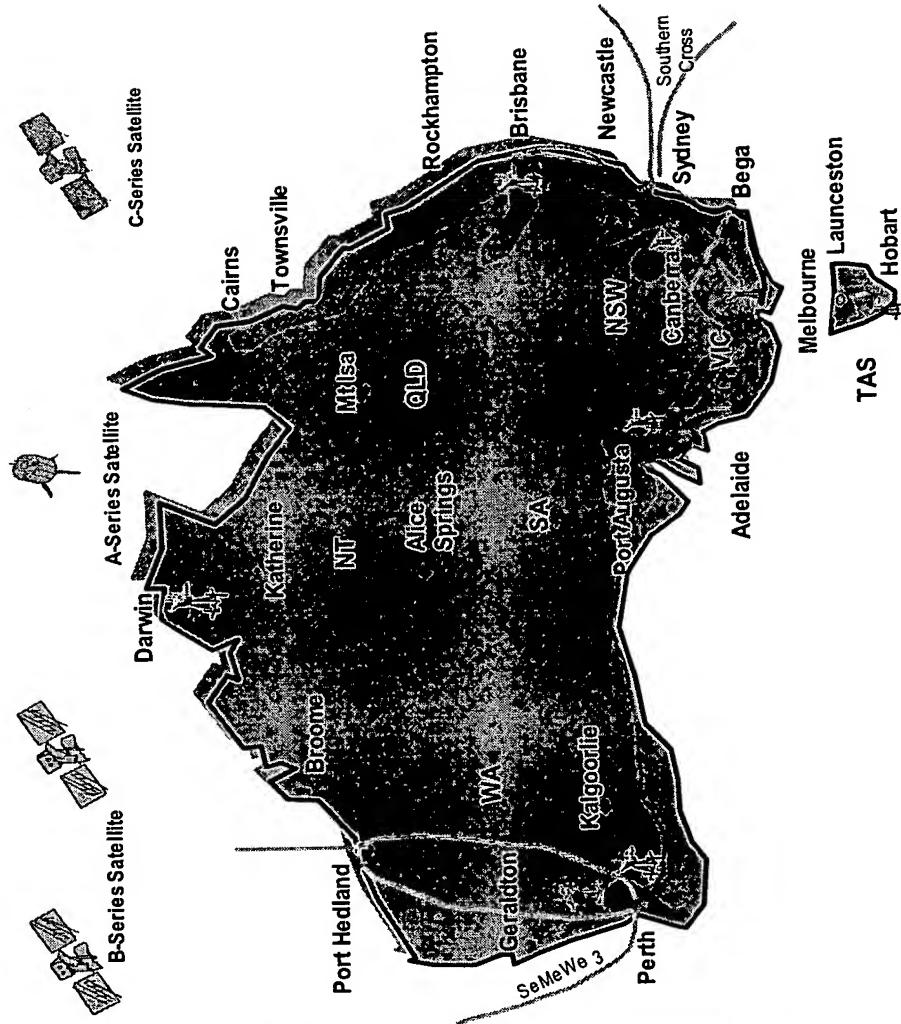
**Ted Younger**  
Regional Funding Acquisition Manager  
Jun 04

Let's talk about *innovation* for your business

yes  
OPTUS INET

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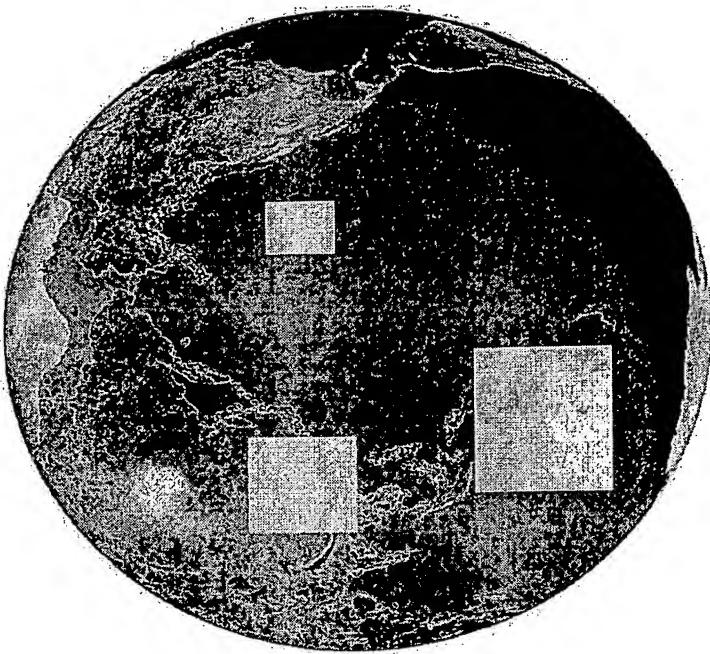
# Delivering services in regional and rural Australia



## *Optus Satellites: Our Distinctive Contribution*

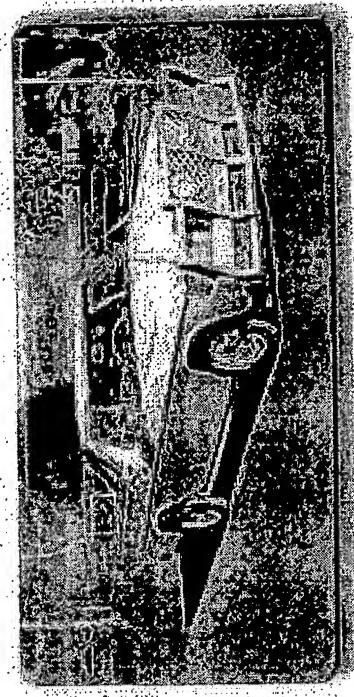
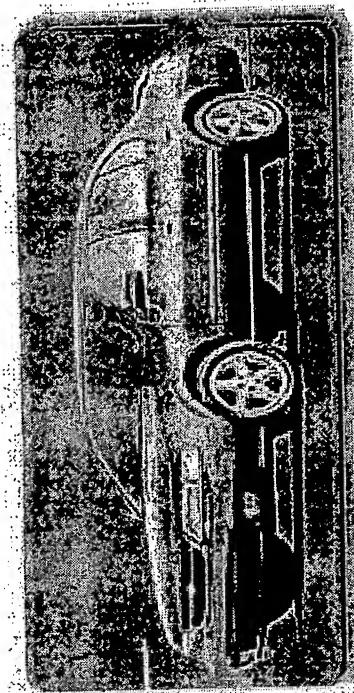


- Four satellites
- FTA and subscription-TV
- Advanced broadband applications
- Announced D1 & D2 satellites to be built and launched over the next few years



*Broadband - is it really that hard to understand?*

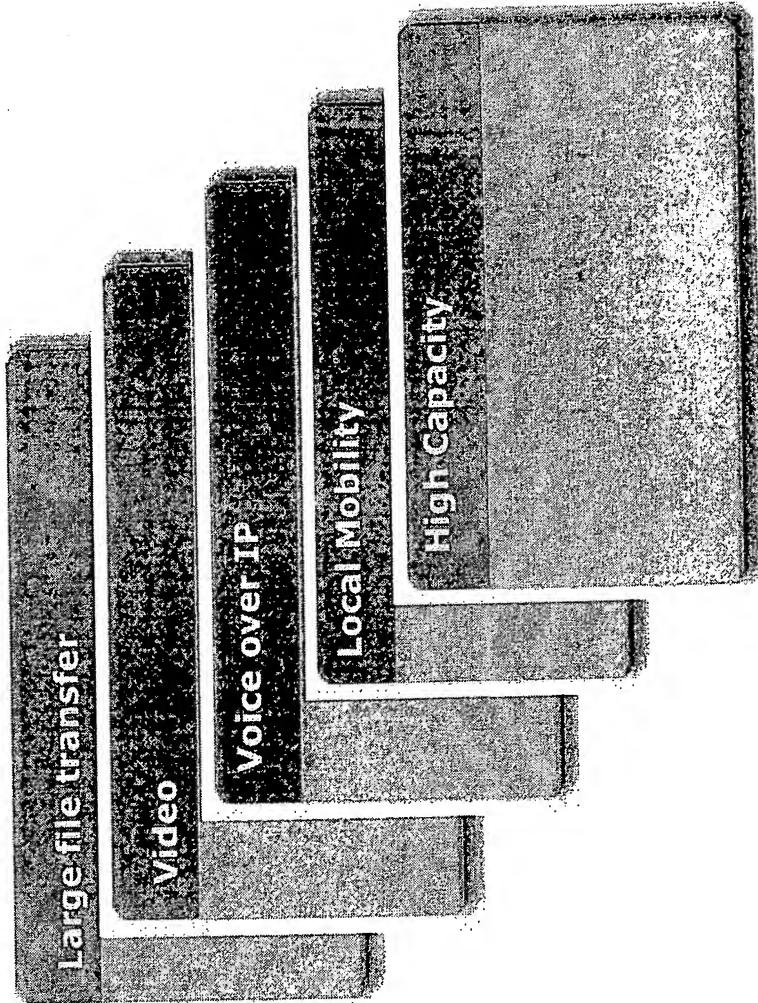
- A four lane highway past your house
- Enabling choice
- Bringing a level of equality to all Australians, wherever they live



# *Broadband is the current buzzword What's it all mean?*

Broadband is just a four lane communications highway to your home or office – it's what you drive and how you drive it that makes the difference.

## Functionality



# *Broadband supports most business outcomes*

## **Business Outcomes**

- Medical
- Education
- Law enforcement
- Emergency service
- Defence
- Security
- Major projects (Gas Pipelines etc)
- Community shared resources

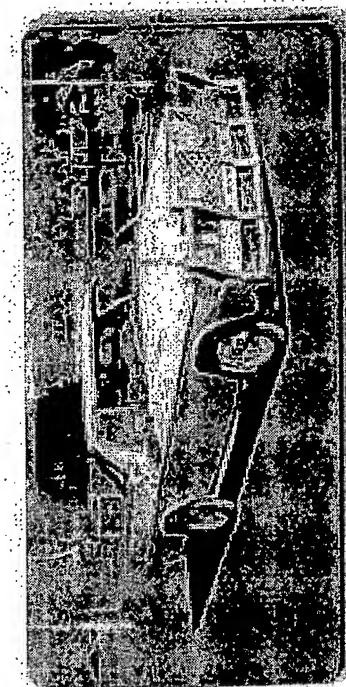
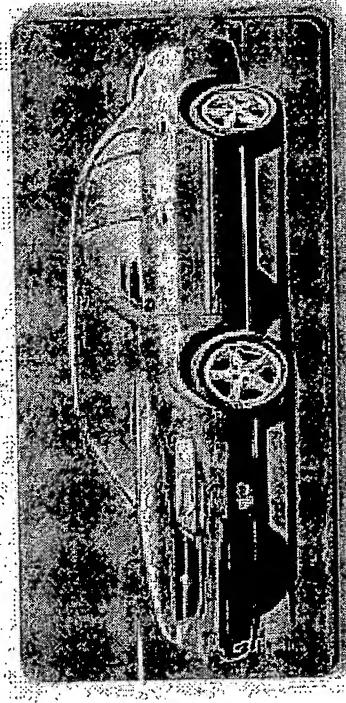
## **Uses**

- Mobility
- Work sharing
- Teaching
- Diagnosis
- Analysis
- Surveillance
- Reliable high speed connection to the world

## The choice of Optus broadband is broadening

- DSL:
  - Optus Business Broadband
  - Optus (extended access business)
  - Optus aDSL - retail
- Satellite
  - Larger services for larger organisations or communities
  - Two-way always on
  - One-way with dial-up return path

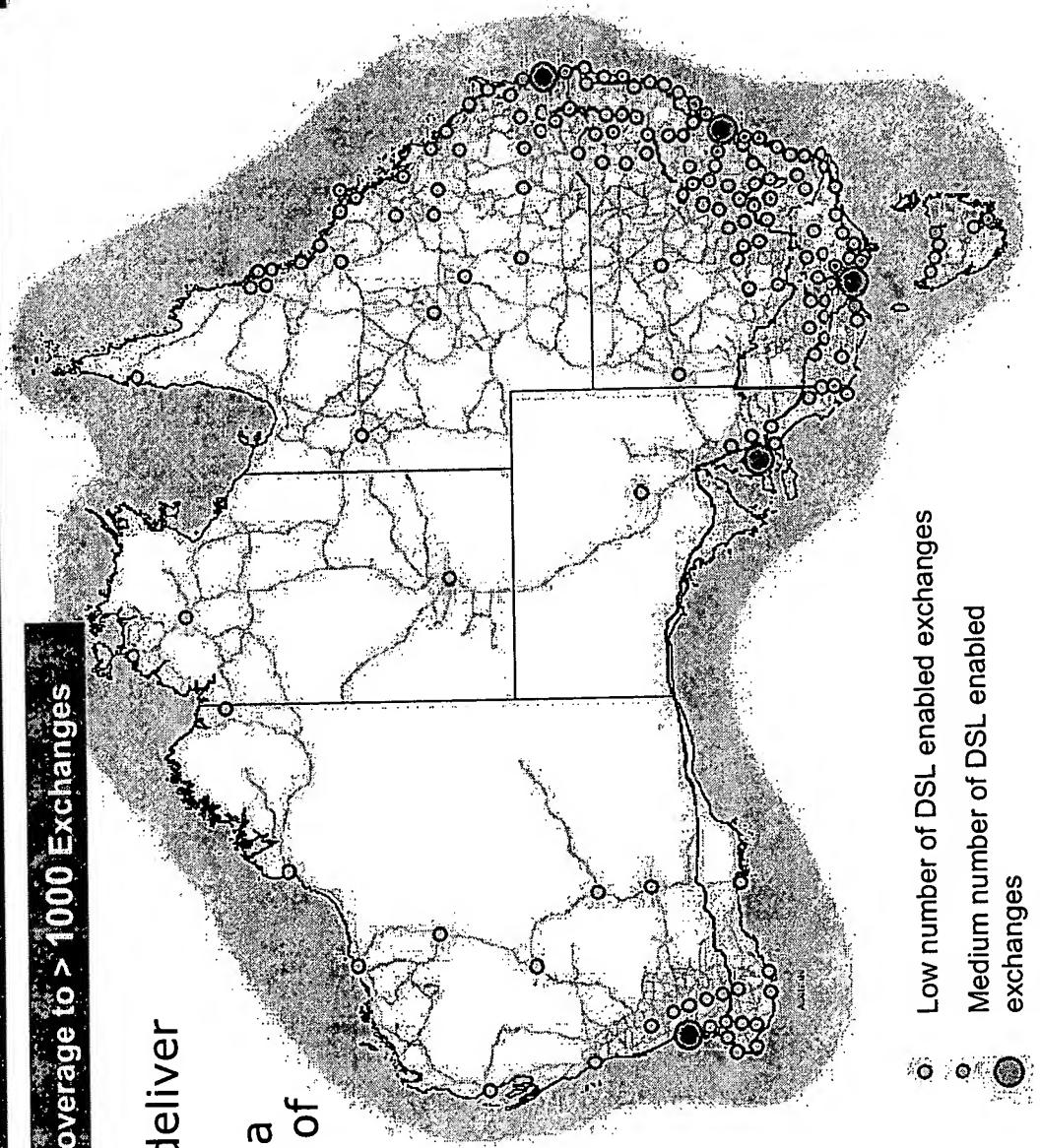
Optus



# Optus DSL services

## Broadband Coverage to > 1000 Exchanges

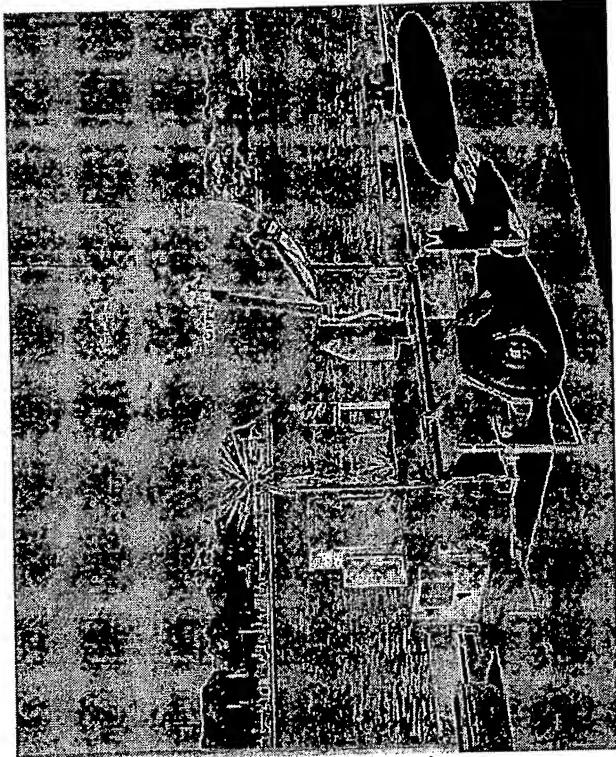
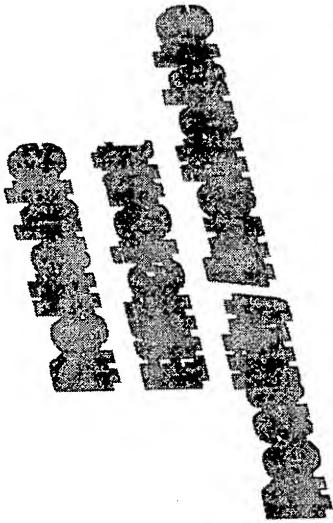
- Optus can deliver broadband services to a wide range of business locations across Australia



- Low number of DSL enabled exchanges
- Medium number of DSL enabled exchanges
- High number of DSL enabled exchanges

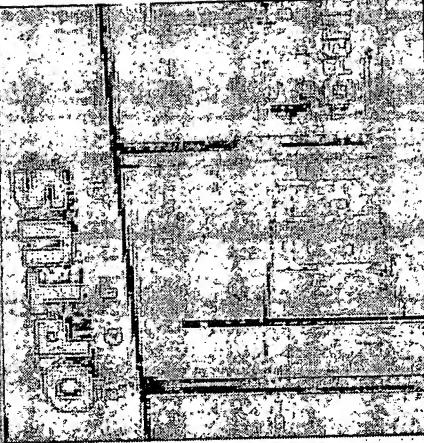
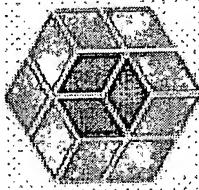
# Broadband Over Optus Satellite

- SatData is a high bandwidth service available anywhere in Australia from Optus. High bandwidth services to regional and remote towns and communities
  - Capability to reticulate services in town via wireless local loop or similar
  - Supports government initiatives for enhanced, differentiated services
- SatWeb is a range of IP-based satellite communications services.
  - SatWeb two-way broadband services
    - for home; or
    - business
- Optus is working on a range of services for retail and small business customers, using the HiBIS funds.

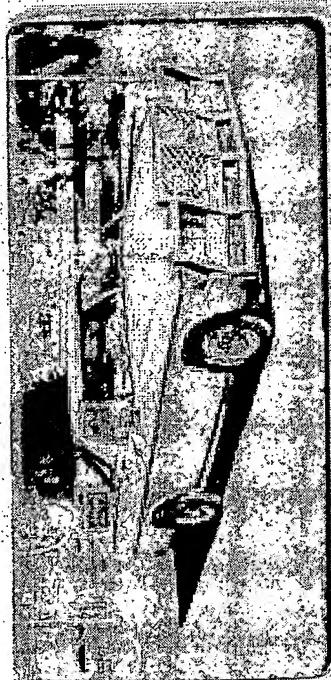
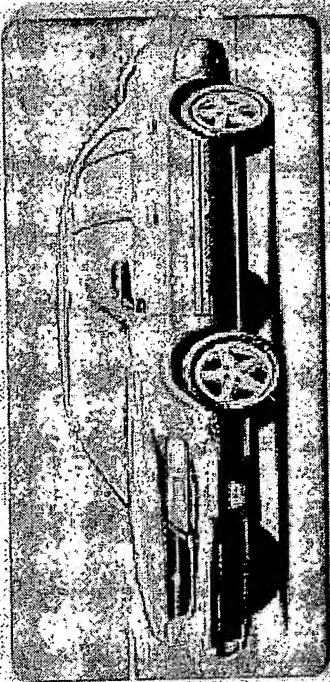


## Our Business Model

- Optus Worlds
- Business partners
- Working together



## Leighton Holdings Limited

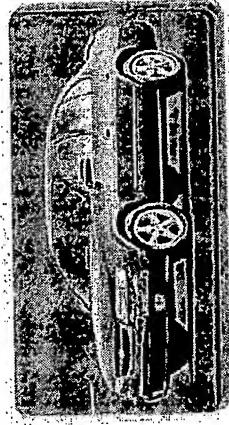
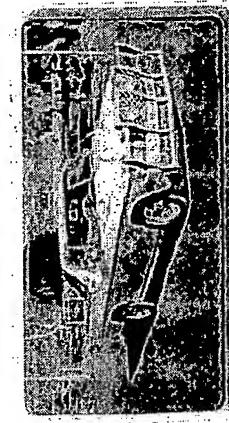


## Optus and Broadband offer regional Australia Choice and Competition

- The broadband highway will enable choice in:

- Carrier
- Services
- Technology
- Service Performance

- Optus sees the Federal Government's funding initiatives as an excellent vehicle to expand its capability to deliver modern services into regional Australia
- Optus is delighted to be in Stawell, assisting ATUG to spread the broadband story and seeking like minded people to partner with us in our broadband journey



Choice + Competition  
=  
Ongoing Service and  
Performance

*Optus means business in the bush*

Let's talk about *innovation* for your business.

Yes,  
OPTUS BUSINESS